



LIFE RISK GAP ANALYSIS

12 KEY DIAGNOSTIC ELEMENTS:
(30 elements inc sub-elements in total)

MARKETING: PROFILING

MARKETING: POSITIONING

MARKETING: CLIENT RELATIONSHIP MANAGEMENT

SALES: COMMUNICATION

SALES: PRESENTATION

SALES: SKILLS

CLIENT INTERVIEW

RISK RESEARCH

BACKROOM RESOURCES

REFERRAL OPPORTUNITIES

TRAINING & EDUCATION

BUSINESS PLANNING

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